

READY TO REOPEN

# SOCIAL MEDIA GUIDELINES



NEW NORMAL. SAME GENUINE PEOPLE.  
SAME BREATHTAKING PLACES. A NEW GREAT EXPERIENCE.



WINES OF  
BRITISH COLUMBIA

# SOCIAL MEDIA GUIDELINES FOR OPERATING DURING COVID-19 REOPENING PHASE

- Share authentic experiences to tell your story and share with your community and visitors what your winery and BC wine country is all about right now.
- Update your digital media sites with current information, updated hours or policy implications.
- Respond to social media posts in a timely fashion and make sure pages are updated and monitored.
- Begin collecting new stories, images, social posts, videos and anecdotes from your winery that showcase how staff and consumers are genuinely working to enjoy BC wine and are adapting to new rules of engagement together.
- Stay mindful and visually demonstrate that your winery understands the importance of new rules of engagement as outlined by WorkSafeBC and the Provincial Health Officer. Demonstrate your actions to date.
- Suggested Dos and Donts:
  - ✓ **DO** share photos of small groups.
  - ✗ **DO NOT** show large clusters of people or those who may appear not to be practicing safe physical distancing.
  - ✗ **DO NOT** post photos with glasses clinking or touching, or bottlenecks touching glasses.
  - ✓ **DO** post visuals illustrating a clean, well-organized or re-engineered tasting room, retail and hospitality operation.
  - ✓ **DO** post visuals of staff taking precautions within your winery; examples: welcoming of guests with direction to hand-washing station, cleaning of payment touchpads, regular glass cleaning or repositioning products to minimize touchpoints.
  - ✓ **DO** post visuals of outdoor tastings, if available option at your winery.
  - ✓ **DO** communicate your winery experiences and future events accompanied with reassuring visuals and messaging that promote the measures in place to make them safe.
- Examples of COVID-19 appropriate photos are available here [[Gallery](#)].
- Communicate personalized, calm and clear messages on social media and keep to a friendly, welcoming and reassuring tone to help build and secure a relationship of trust (see [Ready to Reopen Winery & Hospitality Key Messages](#))
- Visitors will have changing expectations for their experience. Listen on social media, and prioritize what visitors are looking for over what you have focused on before.
- While BC's wine regions may not have changed, the way we experience them will. Encourage people to 'rediscover' their favourite wines and winery. Share with your customers what your winery is doing that is "same and different".
- As time passes, you may wish to invite people to rediscover and share their local experiences using unique hashtags.